

TechSoup Report on the Computer Reuse & Refurbishing Field

Capacity Building Workshop on Spent
Lead Acid Batteries and Electronic Waste

Tijuana, Mexico

December, 2007



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TechSoup Role in Computer Recycling & Reuse

- Strengthen the computer reuse sector by identifying & implementing the business management practices necessary to attract a much higher volume of five year old and newer refurbishable computers and other electronic devices mainly from business and government
- Increase public & institutional awareness on how to usefully donate or supply equipment in to the reuse sector
- Increase public awareness on the environmental value of electronics reuse
- Effectively collect and divert a much larger percentage of over five year old and older computers & electronic equipment in to a responsible end-of-life recycling stream
- Supply a much larger number of low or no-cost computers and electronic equipment to nonprofits, schools, and low-income individuals anywhere in the world



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Community Microsoft Authorized Refurbisher Program

- Is a partnership of TechSoup & Microsoft to supply refurbishers, recyclers, & asset management companies in most countries of the world with \$5 MS Windows licensing.
- No yearly limit on number of licenses refurbishers can get.
- MAR enabled computers go to schools, charities, and low-income families
- No cost to apply and participate
- Community MAR serves 1,269 refurbishers in 69 countries currently (*numbers updated 12/08*)
- Community MAR Refurbishers are listed at:

<http://www.microsoft.com/mar>

<http://www.techsoup.org/mar>



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Community MAR Numbers

(numbers updated 12/08)

- US: 686
- Canada: 48 – anchored by the NGO Computers for Schools Canada network
- Mexico: 2 Orient Futura (8,500), and Servicios Rescatec (5,000) – both are commercial refurbishers in Mexico City. IQ Electronics - new large asset management company headquartered in Mexico City - partnering with Dell to become their strategic asset management partner in Latin America in 5 countries.
- Latin America: 17 refurbishers in the following countries: Argentina, Brazil (5), Chile (2), Colombia, Costa Rica, Guatemala, Honduras, Mexico (2) Peru, Puerto Rico, Trinidad (1)
- Biggest Latin American Community MAR is Computadores Para Educar in Colombia. They are a government sponsored program. Latin American programs are like most of Community MAR – 60% Nonprofit, 30% commercial, 5% schools, 5% government based



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OEM Microsoft Refurbisher Program

- Is a Microsoft program (not TechSoup)
- Launched in Nov. 2007 in U.S. and Canada. For refurbishers that supply at least 60,000 computers per year
- OEM MAR provides Windows XP Home Edition and Windows XP Professional in English, French, and Spanish. Additional languages are planned for 2008 as program expands
- Pricing for the program is on a reduced royalty basis, which means that licensing through OEM MAR is lower than normal
- <http://www.microsoft.com/oem/mar>
- Find out more: oemmar@microsoft.com

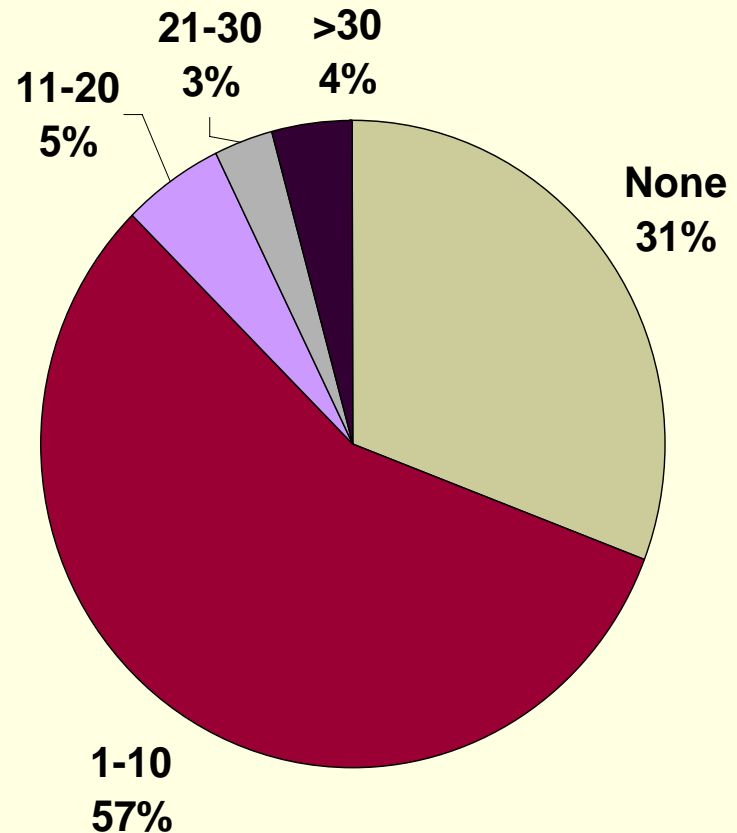


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Community MAR Size of Operations

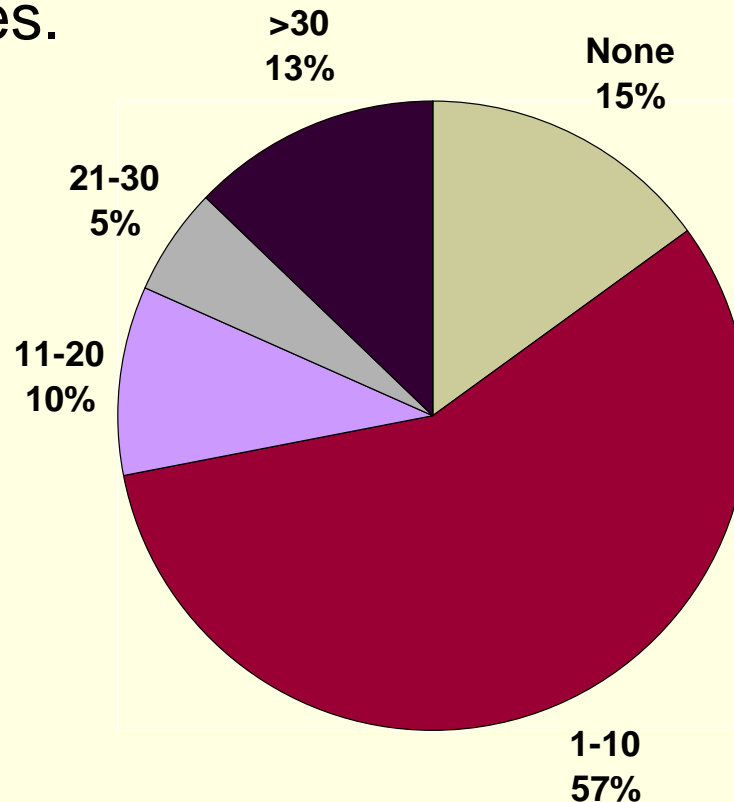
- Most reuse and refurbishing operations rely on a small number of employees, usually ten or fewer.





Size of Operations: workers

The distribution of the volunteers is very similar to that of employees.





Nature of Operations

Many of these organizations serve the community in a number of ways, including providing unique employment opportunities.

**66% report employing disabled or
'sheltered' workers.**



Securing Equipment

The top means of securing equipment for reuse or resale are:

Business donations – 72%

Residential donations – 26%

Through partnerships with municipalities – 12%

Second most commonly cited way of securing equipment for reuse or resale are:

Residential donations – 45%

Business donations – 19%

Partnering with retailer or non-profit – 5%



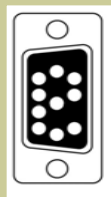
Funding Sources

Respondents cited a number of funding sources for their operations. The top three funding sources were:

- Donations from individuals
- Grant money from local or state government or charitable foundations
- The sale of used/refurbished equipment on the local retail market.



Questions?



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Microsoft Authorized Refurbisher (MAR) Americas Program

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